ماري كلير العربية

LOWER GULF & ARABIA

marie claire

Media Kit 2014

THINK SMART, LOOK AMAZING

marie claire
HISTORY

Marie Claire was created in 1937 in France as a new weekly women's magazine **with a very modern approach.**

Marie Claire wanted to offer not only **the latest trends in fashion and beauty,** but to also deliver **serious, challenging journalism.**

It was **this contemporary and unique combination** that immediately proved successful.

Marie Claire is now one of the **most widely recognised** fashion titles in the world.

1937

1954

2012

marie claire

INTERNATIONAL POWER BRAND

34 international editions

18 languages

5 continents

53 million sold copies yearly

15 million reader every month

33000 advertising pages in 2011

Australia, Belgium, Brazil, Bahrain, China, Colombia, Czech Republic, France, Greece, Hong-Kong, Hungary, India, Indonesia, Italy, Korea, Kuwait, Malaysia, Mexico, The Netherlands, Oman, Puerto Rico, Qatar, Romania, Russia, Saudi Arabia, South Africa, Spain, Switzerland, Taiwan, Thailand, Turkey, Ukraine, United Arab Emirates, United Kingdom, United States, Venezuela

marie claire BRAND VALUES

...informs you

...entices you

...surprises you

...helps you

...moves you

...makes you smile

...makes you dream

marie claire

MISSION

Marie Claire is a **fashion** magazine **with character substance and depth** for woman with a point of view, an opinion and a sense of style.

Marie Claire inspires readers to **"Think smart and Look amazing."**

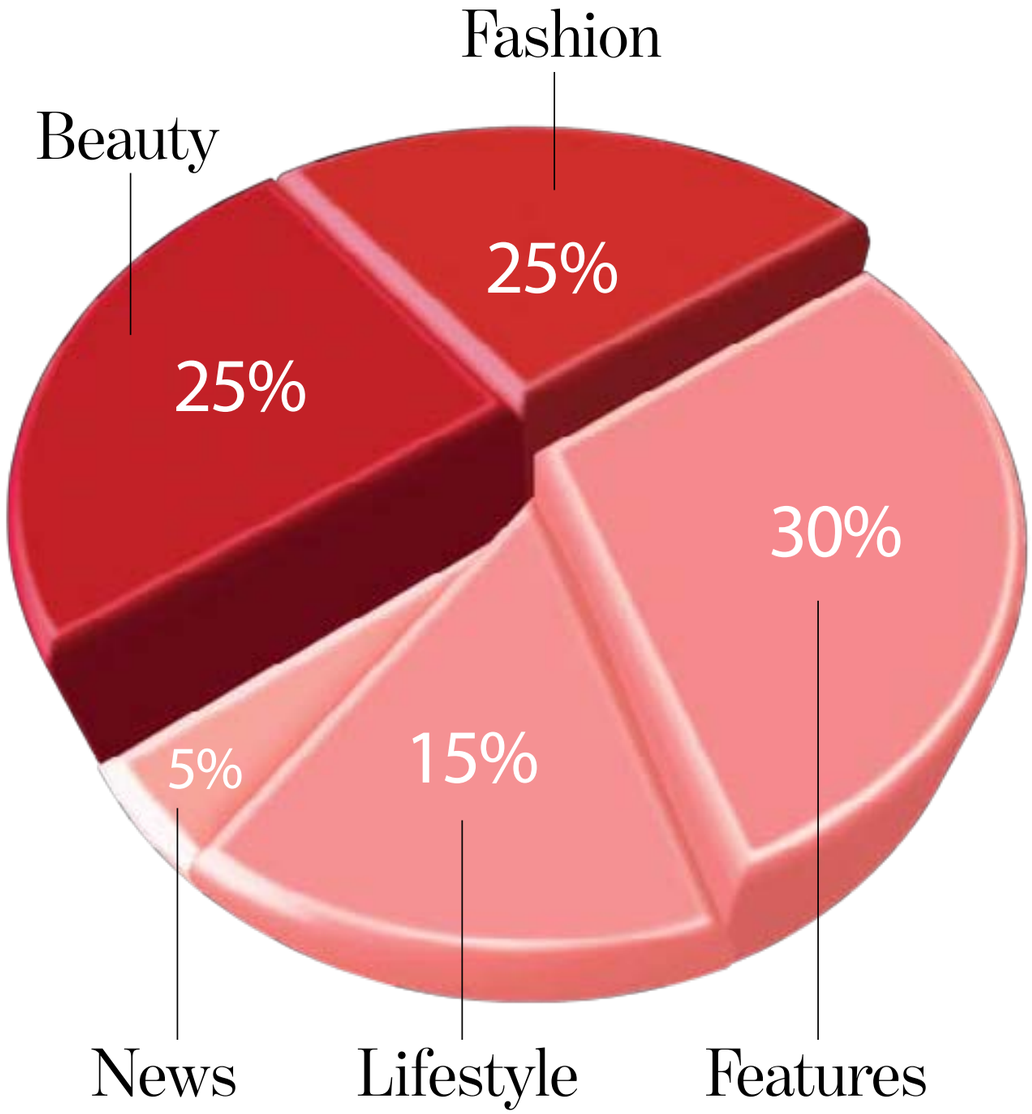
UNIQUE CONCEPT

Marie Claire is known for its **insightful** and **inspiring,** yet relevant and entertaining content.

Marie Claire delivers **fashion**, beauty and lifestyle **mixed with challenging reports** on real life issues.

Marie Claire is a **successful formula** that combines solid journalism, aspirational fashion and inspirational beauty.

UNIQUE EDITORIAL MIX

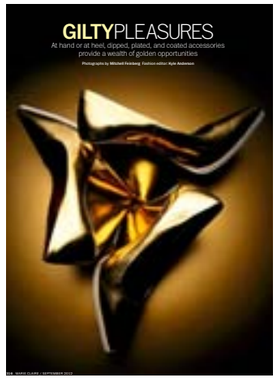


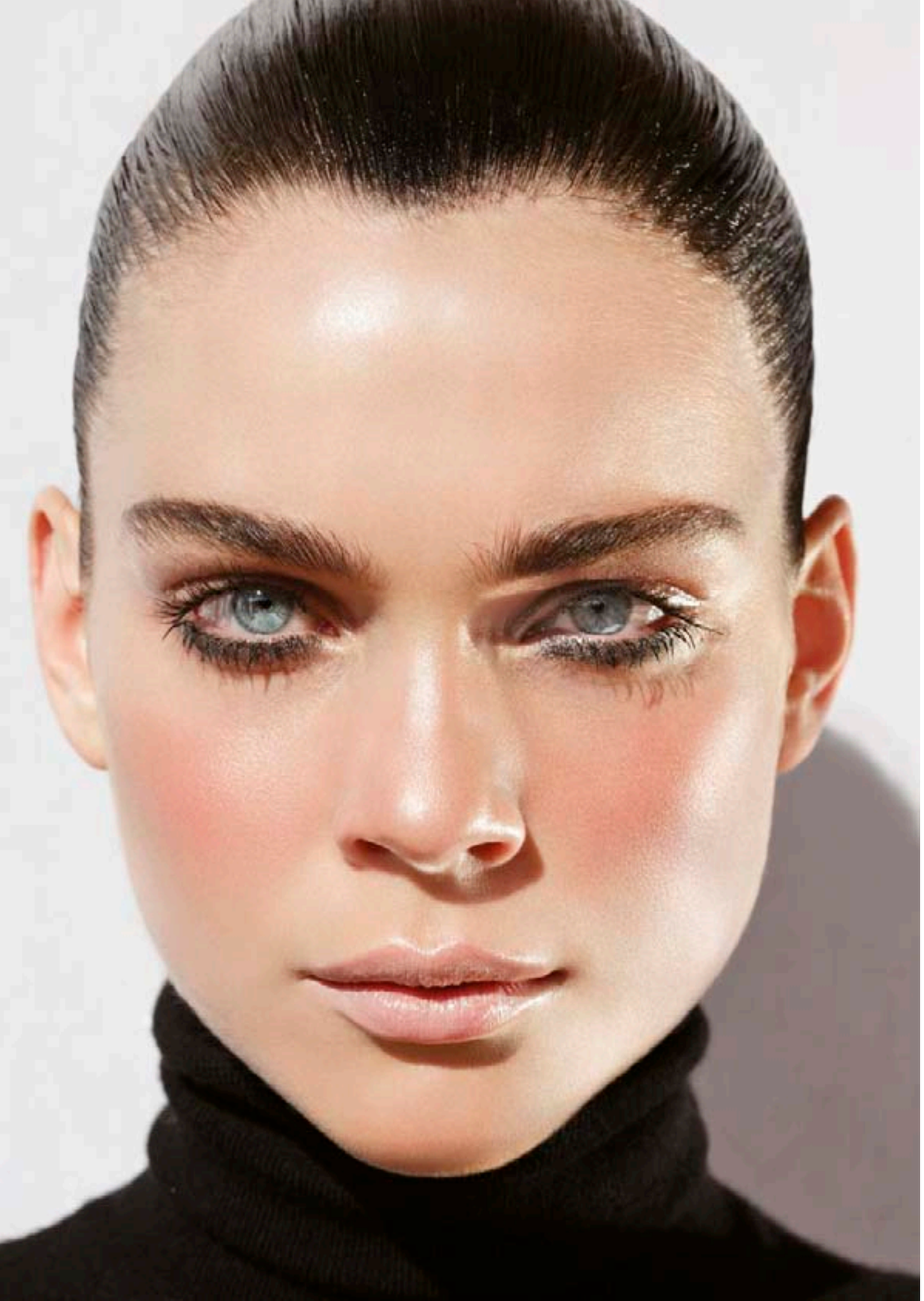
FASHION FROM DREAMING TO PURCHASING

Mixing high fashion with streetwear, Marie Claire has defined **a new breed of fashion magazine** and emerged as the essential resource **for women who want to buy** (not just browse).

»» spectacular images from famous photographers and international top models
»» reader friendly "how to" approach
»» unique practical format
»» 4–5 fashion stories per issue

We take our readers every step of the way, from dreaming to purchasing, showing them the **latest looks** on the runway and revealing **where to find them** – at a full range of price points.





marie claire

BEAUTY INSPIRATIONAL, YET INFORMATIVE

Marie Claire offers **smart ideas**, expert **tips**, glamorous and inspiring beauty images.

In-depth **professional advice**, on all aspects of beauty including latest products and technologies.

Marie Claire combines the **practical** with the **beautiful** and helps readers achieve the perfect look.

ENGAGING INTERNATIONAL AND LOCAL FEATURES

Marie Claire delivers **eye-opening reportage**, investigations offering new perspectives and insights into women's lives.

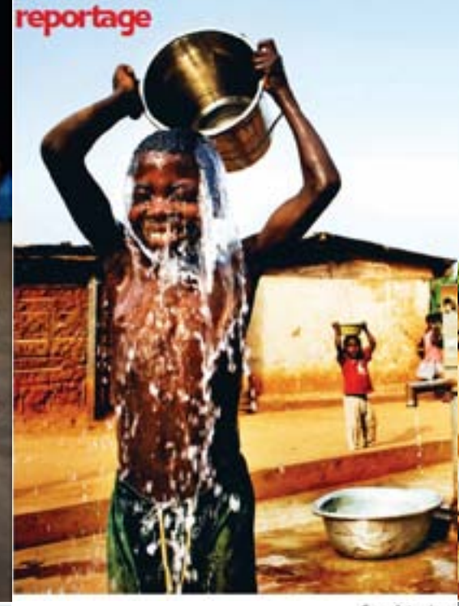
International and **local**, social campaigns, real life articles, a true world with a female perspective.

Emotional **first-person testimonies**, fascinating celebrities and superb intelligent photo journalism.

HARAJUKU HITS THE UK

marie claire GALLERY

Furry ears, frilly frocks and fairy wands... Japan's Harajuku street style is a distinctive look – and one that's increasingly popular here, too. At London's biggest gathering, we ask: what makes local girls try the Lolita look?

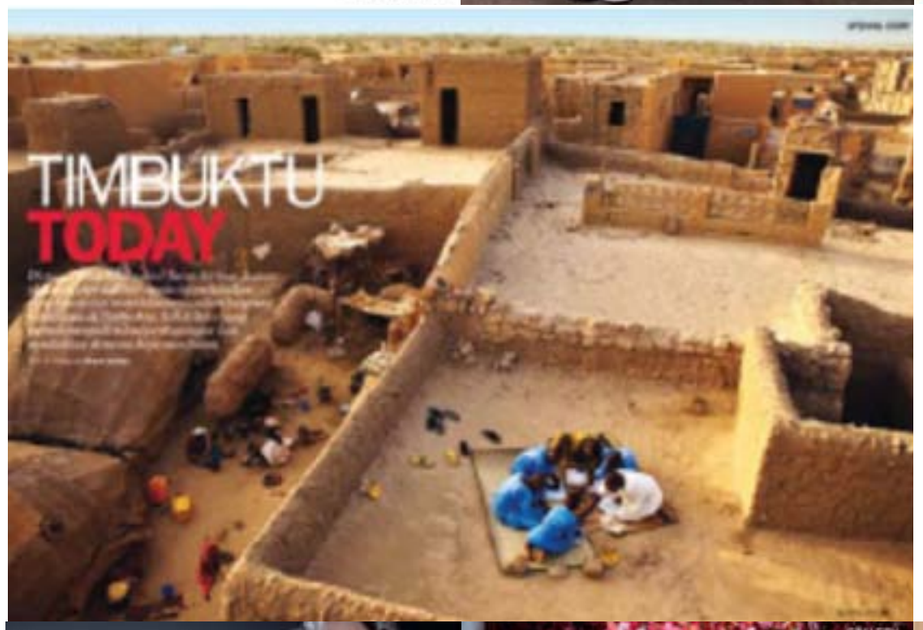


reportage

1/GHANA

LE MIRACLE DES PUITS

Dans ces villages isolés, des pompes financées par Giorgio Armani et l'ONG Green Cross ont fait jaillir l'eau potable... et remis les enfants sur le chemin de l'école. Par Emmanuelle Edee. Photos Bruno Fert.



TIMBUKTU TODAY

Cover Interview

Liv Tyler

CHANEL

IT'S HAUTE IN HERE

marie claire GALLERY

From Raf Simons's white-hot debut for Dior to Chanel's sequinned tracksuits, this season blew the cobwebs off couture, turning the spotlight back on the rarefied world of hand-dyed feathers and 800-hour frocks. Jess Wood tiptoed backstage for an exclusive glimpse into the world's most decadent designs

GALLERY

the PRINCESS DIARIES

LIFESTYLE INNOVATIVE YET RELEVANT

Stimulating Curiosity

Exploration of **global** lifestyle **trends**, which are **relevant** and accessible to **local readers.**

Beautiful local and international destinations, interiors, cuisine and interesting personalities.

marie claire

PRIX
D'EXCELLENCE
DE LA BEAUTÉ
2012

PRIX D'EXCELLENCE DE LA BEAUTE
THE AUTHORITY ON BEAUTY

Prix d'Excellence de la Beauté Marie Claire.
(Marie Claire International **Beauty Award**).

- **The only** international beauty award.
- Awarded by an **international jury** of 17 Beauty journalists according to five criterias (Innovation, Efficacy, Texture, Design, Communication).
- Created in France in 1985.
- Presented to the winners in Paris in January each year.
- **Celebrated in all countries** where Marie Claire is published.

PRIX D'EXCELLENCE DE LA MODE 2011 marie claire

PRIX D'EXCELLENCE DE LA MODE

Prix d'Excellence de la Mode Marie Claire.
(Marie Claire International Fashion Awards)
Awarded by an International jury of French and International
Marie Claire Fashion Editors and experts.
Seven Awards presented:
Best Fashion Designer
Best Shoe Design
Best Watch Design
Best Hand Bag Design
Best Fashion Model
Most Influential Woman
Best New Talent
Honor Award
Awards hosted in France, Spain, The Netherlands,South Africa,
India, Russia and the Ukraine.

marie claire

READERS PROFILE

- Good job
- Highly educated
- Concerned with women issues and social issues
- Strong purchasing power
- 25-35 years old (core target)
- 18-45 years old (broad target)
- Stylish
- Aspirational
- Active
- Ambitious
- Fashionista
- Attractive

CIRCULATION DETAILS

Marie Claire Arabia

Total Circulation: 43,000 copies

Area of Distribution:

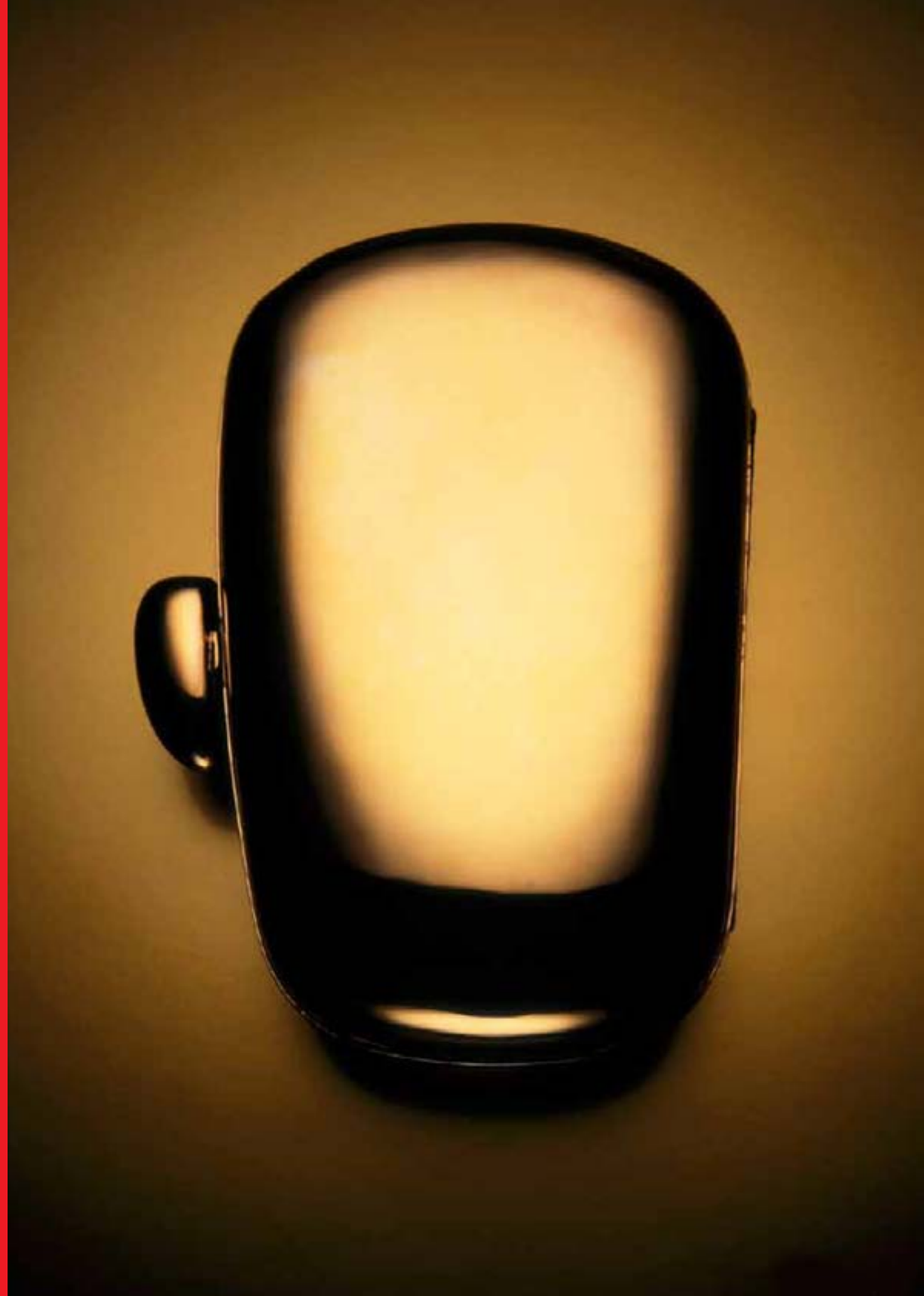
Riyadh	23,000
Jeddah	15,000
Damman	5,000

Marie Claire Lower Gulf

Total Circulation: 36,000 copies

Area of Distribution:

UAE	15,000
Kuwait	12,000
Qatar	5000
Bahrain	2000
Oman	2000



TECHNICAL REQUIREMENTS

marie claire ADVERTISING RATES 2014

Marie Claire Rates	Gross ($)
Full Page	6,000
First 50%	6,600
First 30 %	7,200
Facing Index	7,800
Facing Editor's Letter	7,800
Facing Contributors	7,800
Facing Masthead	7,800
Facing MC Around The World	7,800
IFCS	16,000
FCGF	18,000
DPS 1&2	14,500
DPS 3&4	14,300
DPS 5&6	14,100
DPS	11,000
OBC	14,000
IBC	7,500

MATERIAL SPECIFICATIONS

Full Page

Trim
H27 X W21.5 cm
Bleed
H27.6 X W22.1 cm

DPS Double Page Spread

Trim
H27 X W43 cm
Bleed
H27.6 X W43.6 cm

Material Deadline
18th of each month

Technical Specs:
- **PDF format is needed with option printing quality**
- **High resolution minimum 300 DPI**
- **Files CMYK mode Even Black - no grayscale mode**
- **Fonts Rasterized**
- **Accurate proofing is needed**
- **Gutter 0.4 cm**
- **The Publisher reserves the right to decline any advertisement not deemed suitable for print**

Max Cardelli, Thierry Le Goues, Jonty Davies, Mitchell Feinberg, Paul Empson, Bruno Ripoche, Kris Atomic, Christopher Morris, Rennio Maifredi, Katie Hyams, Emmanuelle Eyles, Alexei Hay, Marc Hom, James White.

mediaquest

media . digital . events

TO ADVERTISE: sales@mediaquestcorp.com

To advertise from France: Elisabeth Barbier, Marie Claire International, ebarbier@gmc.tm.fr

UAE I KSA I Lebanon
France I Kuwait
Egypt I Algeria

UAE I t:+971 4 391 07 60 I f:+971 4 390 87 37
Dubai Media City I Zee Tower I Office 206
P.O. BOX 72184

KSA I t: +966 1 419 40 61 I f: +966 1 419 41 32
P.O.BOX 14303 I Riyadh 11424

LEBANON I t: +961 1 49 28 01/2/3 I f: +961 1 49 28 01
7th floor | Bldg 273 | Afrah Plaza Center(Pain d'or bldg)
Fouad Chehab Boulevard | Dekwaneh | Beirut | Lebanon

www.mediaquestcorp.com

مارى كلير العربية

LOWER GULF & ARABIA

marie claire